

Message Text

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AMCONSUL HAMBURG

AMCONSUL FRANKFURT

AMCONSUL DUSSELDORF

UNCLAS BONN 10025

FOR BIC/OIM - BOB CLARK

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: PROPOSED SATELLITE TRADE CENTER

REF: USDOC 6402

1. SUMMARY: ANALYSIS OF REGIONAL MARKET DEVELOPMENTS IN GERMANY MADE BY AMCONGEN FRANKFURT INDICATES THAT THE DUESSELDORF DISTRICT OFFERS A HIGHER POTENTIAL FOR INCREMENTAL SALES THAN HAMBURG. ON THESE GROUNDS, WE WOULD OPT FOR ESTABLISHMENT OF SATELLITE TRADE CENTER (STC) IN DUESSELDORF WHERE POST FACILITIES CAN BE RENOVATED AT MODEST COST. IN ADDITION, WE ARE CONVINCED THAT THERE IS AN IMMEDIATE NEED FOR A SMALLER MERCHANDISE DISPLAY CENTER (MDC) IN HAMBURG WHICH WILL PROVIDE A FOCAL POINT FOR THE POST'S TRADE PROMOTION ACTIVITIES. A SMALL PROPORTION OF THE AVAILABLE SPACE AT THE HAMBURG CONSULATE GENERAL COULD BE READILY RENOVATED FOR THIS PURPOSE AT LITTLE COST. END SUMMARY

2. THE STC FACILITY WOULD ACCOMMODATE 10-12 FIRMS AND WOULD BE USED PRIMARILY FOR: A) MINISHOWS AND JEEPS SPECIFICALLY SCHEDULED AND PLANNED TO TAKE ADVANTAGE OF MARKET OPPORTUNITIES IN THE DUESSELDORF DISTRICT; B) UNCLASSIFIED UNCLASSIFIED

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SPIN-OFF'S FROM JEEPS HELD AT THE FRANKFURT TRADE CENTER (TANDEM JEEPS) INVOLVING FIRMS HAVING PARTICULAR MARKET-

ING OBJECTIVES IN THE DUESSELDORF AREA; C) US FIRMS THAT HAVE PARTICIPATED IN GERMAN OR OTHER EUROPEAN SHOWS WISHING TO DISPLAY THEIR EQUIPMENT IN DUESSELDORF PRIOR TO RETURN TO THE US; D) BETWEEN SHOW DISPLAYS BY US SUBSIDIARIES IN THE DUESSELDORF DISTRICT; E) LOCALLY PROCURED SHOWS INVOLVING AGENTS OF US FIRMS IN THE DISTRICT; F) CATALOG SHOWS. WHILE SUPERVISION OF THE STC WOULD BE DUESSELDORF'S RESPONSIBILITY, PLANS AND ACTIVITIES WOULD BE COORDINATED WITH THE TRADE CENTER IN FRANKFURT. FOR CERTAIN SHOWS, IT WOULD PROBABLY BE DESIRABLE FOR THE FRANKFURT STAFF TO PROVIDE ON-THE-SPOT ASSISTANCE TO THE STC. FUNDS FOR AN FSO AND A SENIOR LOCAL HAVE BEEN REQUESTED FOR THE STC THROUGH STATE CHANNELS. SUCH PERSONNEL IS ESSENTIAL IF THIS OPERATION IS TO BE EFFECTIVE AND VIABLE.

3. THE MERCHANDISE DISPLAY CENTER ENVISIONED FOR HAMBURG WOULD BE A SMALLER FACILITY THAN THE STC, REQUIRING ONLY THE LIMITED SPACE NEEDED TO ACCOMMODATE PERHAPS TWO TO FOUR FIRMS. AN ADDITIONAL FSL CLERK-TYPIST PREFERABLY BI-LINGUAL WOULD BE MOST HELPFUL IN SUPPORT OF MDC ACTIVITIES. THE MDC'S MAIN FUNCTION WOULD BE TO PROVIDE THE VISITING AMERICAN BUSINESSMAN WITH DISPLAY SPACE AND A CONVENIENT VENUE TO MEET WITH PROSPECTIVE AGENTS OR BUYERS. CATALOG SHOWS ORGANIZED BY THE CONSULATE'S COMMERCIAL STAFF COULD ALSO BE ACCOMMODATED, AS WELL AS JEEPS INVOLVING PRODUCTS OF LIMITED SIZE. WE BELIEVE THIS TYPE OF FACILITY SHOULD EVENTUALLY BE MADE AVAILABLE AT EVERY POST IN GERMANY ENABLING COMMERCIAL OFFICERS TO ENGAGE IN MORE AGGRESSIVE AND MORE EFFECTIVE TRADE PROMOTION ACTIVITIES.

4. ACTION REQUESTED: PLEASE INFORM WHETHER COMMERCE WILLING TO PROVIDE FUNDS NEEDED TO RENOVATE FACILITIES IN HAMBURG AND DUESSELDORF ALONG LINES DESCRIBED ABOVE AND WHETHER THIS CAN BE ACCOMPLISHED IN CURRENT FISCAL YEAR. WHILE WE WOULD ANTICIPATE THAT RENOVATION COSTS FOR DUESSELDORF STC WOULD BE IN \$30-60,000 RANGE AND FOR HAMBURG MDC IN \$10-20,000 RANGE, MORE PRECISE ESTIMATES CANNOT BE MADE UNTIL THERE IS AGREEMENT WITH COMMERCE ON PHYSICAL SPECIFICATIONS. WOULD APPRECIATE IF DISTEFANO COULD VISIT DUESSELDORF IN NEAR FUTURE TO VIEW PROPOSED STC AND PROVIDE ESTIMATED RENOVATION COSTS, AND IF HIS ESTIMATES BASED ON HAMBURG VISIT COULD BE MADE AVAILABLE TO US FOR PURPOSES OF COMPARISON.

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